



KCRA
3 Television Circle
Sacramento, CA 95814
Main: (916)446-3333
Billing: (916)325-3266

www.kcra.com

Billing Address:

AKP Message & Media
Attention: Debra Schommer Klein
730 N Franklin
Suite 404
Chicago, IL 60610

Send Payment To:

KCRA
PO Box 26861
Lehigh Valley, PA 18002-6861

DUPLICATE INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
964496-1	11/11/12	November 2012	10/29/12 - 11/06/12

Station	Account Executive	Sales Office	Sales Region
KCRA	Scott Barsky	Eagle-Chicago	National

Advertiser	Product	Estimate Number
Committee To Defend Prop	EDUCATION	

Flight Dates	Order #	Alt Order #
10/29/12 - 11/06/12	964496	07900432

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
	YS38	

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/29/12	11/05/12	KCRA-TV News at 6am	5:58am-7:00am	M-----	:30	1	\$3,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 M----- 1 \$3,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA M 10/29/12 6:27 AM KCRA-TV News at 6am 5:58am-7:00am :30 CDP381207H \$3,000.00 NM									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 M----- 1 \$3,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 KCRA M 11/05/12 6:13 AM KCRA-TV News at 6am 5:58am-7:00am :30 CDP381211H \$3,000.00 NM									
2	10/31/12	10/31/12	KCRA-TV News at 6am	5:58am-7:00am	--W----	:30	1	\$3,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 --W---- 1 \$3,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA W 10/31/12 6:58 AM KCRA-TV News at 6am 5:58am-7:00am :30 CDP381211H \$3,000.00 NM									
3	11/01/12	11/01/12	KCRA-TV News at 6am	5:58am-7:00am	---T---	:30	1	\$3,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ---T--- 1 \$3,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA Th 11/01/12 6:53 AM KCRA-TV News at 6am 5:58am-7:00am :30 CDP381211H \$3,000.00 NM									
4	11/02/12	11/02/12	KCRA-TV News at 6am	5:58am-7:00am	----F--	:30	1	\$3,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ----F-- 1 \$3,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA F 11/02/12 6:29 AM KCRA-TV News at 6am 5:58am-7:00am :30 CDP381211H \$3,000.00 NM									
5	10/30/12	11/06/12	NBC Today Show	7:00am-9:00am	-T-----	:30	1	\$3,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -T----- 1 \$3,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA Tu 10/30/12 8:26 AM NBC Today Show 7:00am-9:00am :30 CDP381211H \$3,000.00 NM									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 -T----- 1 \$3,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									

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Advertiser	Product	Estimate Number	
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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
5	10/30/12	11/06/12	NBC Today Show	7:00am-9:00am	-T-----	:30	1	\$3,000.00	NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 KCRA Tu 11/06/12 7:24 AM NBC Today Show 7:00am-9:00am :30 CDP381211H \$3,000.00 NM									
6	11/02/12	11/02/12	NBC Today Show	7:00am-9:00am	----F--	:30	1	\$3,000.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/29/12 11/04/12 ----F-- 1 \$3,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA F 11/02/12 8:26 AM NBC Today Show 7:00am-9:00am :30 CDP381211H \$3,000.00 NM									
7	11/05/12	11/05/12	NBC Today Show	7:00am-9:00am	M-----	:30	1	\$3,000.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 11/05/12 11/11/12 M----- 1 \$3,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA M 11/05/12 8:47 AM NBC Today Show 7:00am-9:00am :30 CDP381211H \$3,000.00 NM									
8	11/03/12	11/03/12	KCRA-TV News at 7a	7:00am-9:00am	-----S-	:30	2	\$1,500.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/29/12 11/04/12 -----S- 2 \$1,500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA Sa 11/03/12 7:42 AM KCRA-TV News at 7a 7:00am-9:00am :30 CDP381211H \$1,500.00 NM 2 KCRA Sa 11/03/12 8:42 AM KCRA-TV News at 7a 7:00am-9:00am :30 CDP381211H \$1,500.00 NM									
9	11/04/12	11/04/12	KCRA-TV News at 7am	News at 7:00am	-----S	:30	2	\$1,300.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/29/12 11/04/12 -----S 2 \$1,300.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA Su 11/04/12 7:59 AM KCRA-TV News at 7am News at 7:00am :30 CDP381211H \$1,300.00 NM 2 KCRA Su 11/04/12 8:57 AM KCRA-TV News at 7am News at 7:00am :30 CDP381211H \$1,300.00 NM									
10	11/01/12	11/01/12	KCRA-TV News at Noon	11:58am-1:00pm	---T---	:30	1	\$1,500.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/29/12 11/04/12 ---T--- 1 \$1,500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA Th 11/01/12 12:29 PM KCRA-TV News at Noon 11:58am-1:00pm :30 CDP381211H \$1,500.00 NM									
11	11/06/12	11/06/12	KCRA-TV News at Noon	11:58am-1:00pm	-T-----	:30	1	\$1,500.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 11/05/12 11/11/12 -T----- 1 \$1,500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA Tu 11/06/12 12:53 PM KCRA-TV News at Noon 11:58am-1:00pm :30 CDP381211H \$1,500.00 NM									
12	11/06/12	11/06/12	Days of Our Lives	1:01pm-2pm	-T-----	:30	1	\$1,200.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 11/05/12 11/11/12 -T----- 1 \$1,200.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA Tu 11/06/12 1:45 PM Days of Our Lives 1:01pm-2pm :30 CDP381211H \$1,200.00 NM									
13	11/01/12	11/01/12	M-F 4-5p	4-5p	---T---	:30	1	\$1,500.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/29/12 11/04/12 ---T--- 1 \$1,500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
13	11/01/12	11/01/12	M-F 4-5p	4-5p	---T---	:30	1	\$1,500.00	NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA Th 11/01/12 4:10 PM M-F 4-5p 4-5p :30 CDP381211H \$1,500.00 NM									
14	11/02/12	11/02/12	M-F 4-5p	4-5p	----F--	:30	1	\$1,500.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/29/12 11/04/12 ----F-- 1 \$1,500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA F 11/02/12 4:40 PM M-F 4-5p 4-5p :30 CDP381211H \$1,500.00 NM									
15	11/05/12	11/05/12	M-F 4-5p	4-5p	M-----	:30	1	\$1,500.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 11/05/12 11/11/12 M----- 1 \$1,500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA M 11/05/12 4:38 PM M-F 4-5p 4-5p :30 CDP381211H \$1,500.00 NM									
16	10/29/12	11/05/12	KCRA-TV News at 5pm	4:58pm-5:30pm	M-----	:30	1	\$4,500.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/29/12 11/04/12 M----- 1 \$4,500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA M 10/29/12 5:13 PM KCRA-TV News at 5pm 4:58pm-5:30pm :30 CDP381207H \$4,500.00 NM Weeks: Start Date End Date MTWTFSS Spots/Week Rate 11/05/12 11/11/12 M----- 1 \$4,500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 KCRA M 11/05/12 5:13 PM KCRA-TV News at 5pm 4:58pm-5:30pm :30 CDP381211H \$4,500.00 NM									
17	11/01/12	11/01/12	KCRA-TV News at 5pm	4:58pm-5:30pm	---T---	:30	1	\$4,500.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/29/12 11/04/12 ---T--- 1 \$4,500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA Th 11/01/12 5:24 PM KCRA-TV News at 5pm 4:58pm-5:30pm :30 CDP381211H \$4,500.00 NM									
18	10/29/12	10/29/12	M-Sun Nightly News	NIGHTLY NEWS	M-----	:30	1	\$5,000.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/29/12 11/04/12 M----- 1 \$5,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA M 10/29/12 5:51 PM M-Sun Nightly News NIGHTLY NEWS :30 CDP381207H \$5,000.00 NM									
19	11/01/12	11/01/12	M-Sun Nightly News	NIGHTLY NEWS	---T---	:30	1	\$5,000.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/29/12 11/04/12 ---T--- 1 \$5,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA Th 11/01/12 5:52 PM M-Sun Nightly News NIGHTLY NEWS :30 CDP381211H \$5,000.00 NM									
22	10/29/12	11/05/12	KCRA-TV News at 6pm	6:00pm-7pm	M-----	:30	2	\$4,000.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/29/12 11/04/12 M----- 1 \$4,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA M 10/29/12 6:45 PM KCRA-TV News at 6pm 6:00pm-7pm :30 CDP381207H \$4,000.00 NM Weeks: Start Date End Date MTWTFSS Spots/Week Rate 11/05/12 11/11/12 M----- 2 \$4,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 KCRA M 11/05/12 6:24 PM KCRA-TV News at 6pm 6:00pm-7pm :30 CDP381211H \$4,000.00 NM									

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
22	10/29/12	11/05/12	KCRA-TV News at 6pm	6:00pm-7pm	M-----	:30	2	\$4,000.00	NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 KCRA M 11/05/12 6:46 PM KCRA-TV News at 6pm 6:00pm-7pm :30 CDP381211H \$4,000.00 NM									
23	10/30/12	10/30/12	KCRA-TV News at 6pm	6:00pm-7pm	-T-----	:30	1	\$4,000.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/29/12 11/04/12 -T----- 1 \$4,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA Tu 10/30/12 6:13 PM KCRA-TV News at 6pm 6:00pm-7pm :30 CDP381211H \$4,000.00 NM									
24	10/31/12	10/31/12	KCRA-TV News at 6pm	6:00pm-7pm	--W----	:30	1	\$4,000.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/29/12 11/04/12 --W---- 1 \$4,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA W 10/31/12 6:24 PM KCRA-TV News at 6pm 6:00pm-7pm :30 CDP381211H \$4,000.00 NM									
25	11/01/12	11/01/12	KCRA-TV News at 6pm	6:00pm-7pm	---T---	:30	1	\$4,000.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/29/12 11/04/12 ---T--- 1 \$4,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA Th 11/01/12 6:44 PM KCRA-TV News at 6pm 6:00pm-7pm :30 CDP381211H \$4,000.00 NM									
26	11/01/12	11/01/12	KCRA-TV News at 6pm	6:00pm-7pm	---T---	:30	1	\$4,000.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/29/12 11/04/12 ---T--- 1 \$4,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA Th 11/01/12 6:58 PM KCRA-TV News at 6pm 6:00pm-7pm :30 CDP381211H \$4,000.00 NM									
27	11/05/12	11/05/12	ACCESS HOLLYWOOD A	7:01pm-7:30pm/7:3	M-----	:30	1	\$2,800.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 11/05/12 11/11/12 M----- 1 \$2,800.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA M 11/05/12 7:17 PM ACCESS HOLLYWOOD AC 7:01pm-7:30pm/7:3 :30 CDP381211H \$2,800.00 NM									
29	11/05/12	11/05/12	KCRA-TV News at 11pm	11:00pm-11:35pm	M-----	:30	1	\$4,000.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 11/05/12 11/11/12 M----- 1 \$4,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA M 11/05/12 11:23 PM KCRA-TV News at 11pm 11:00pm-11:35pm :30 CDP381211H \$4,000.00 NM									
30	11/04/12	11/04/12	PRIVATE PRACTICE WKSU	11:35PM TO 12	-----S	:30	1	\$800.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/29/12 11/04/12 -----S 1 \$800.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA Su 11/04/12 12:24 AM PRIVATE PRACTICE WKN SU 11:35PM TO 12 :30 CDP381211H \$800.00 NM									
31	11/04/12	11/04/12	NEWS AFTER NFL	Primetime	-----S	:30	1	\$3,500.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/29/12 11/04/12 -----S 1 \$3,500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA Su 11/04/12 9:32 PM NEWS AFTER NFL Primetime :30 CDP381211H \$3,500.00 NM									



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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
32	10/30/12	10/30/12	NEWS SPECIAL	OTO newscast	-T-----	:30	2	\$6,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -T----- 2 \$6,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 KCRA Tu 10/30/12 7:27 PM NEWS SPECIAL OTO newscast :30 CDP381211H \$6,000.00 NM 1 KCRA Tu 10/30/12 7:51 PM NEWS SPECIAL OTO newscast :30 CDP381211H \$6,000.00 NM									
<u>Total Spots</u>							37		

Payment Terms 30 Days

<u>Gross Total</u>	\$115,900.00
<u>Agency Commission</u>	\$17,385.00
<u>Net Amount Due</u>	\$98,515.00